

AMENDMENTS TO THE CLAIMS

1. (Canceled).
2. (Currently Amended) The method of claim 1 40, wherein, in steps f-h), the client and the coach communicate over the Internet at scheduled times, with real-time dialogue in the form of "chat" format typed comments and questions.
3. (Currently Amended) The method of claim 1 40, wherein, in steps f-h), the client and the coach communicate over the Internet at scheduled times, with real-time dialogue in the form of Internet-based telephone conversation.
4. (Currently Amended) The method of claim 1 40, wherein, in steps f-h), the client and the coach communicate over the Internet at scheduled times, with real-time dialogue in the form of Internet-based video/audio conversation.
5. (Currently Amended) The method of claim 1 40, wherein there is provided for the coaches a web-based chat room to which said clients and the general public are denied access.
6. (Currently Amended) The method of claim 1 40, wherein the coaching process includes providing to the clients incentives for reaching goals pertaining to the ongoing concern of the clients.
7. (Original) The method of claim 6, wherein the incentives include rewards provided to the clients for reaching said goals.
8. (Original) The method of claim 6, wherein the incentives include the awarding of points that are redeemable for rewards.

9. (Currently Amended) The method of claim + 40, wherein there is provided for the clients a web-based chat room.
10. (Original) The method of claim 9, wherein said clients' chat room is not accessible by the coaches and the general public.
11. (Currently Amended) The method of claim + 40, wherein said method further comprises providing a publicly-accessible Web site that provides information about said coaching method.
12. (Original) The method of claim 11, wherein said Web site includes advertising of products or services not sold by the company, wherein entities other than the company pay the company to post said advertising on the Web site.
13. (Original) The method of claim 11, wherein products or services are offered for sale on said Web site.
14. (Currently Amended) The method of claim + 40, wherein clients are offered incentives to communicate, via the Internet, with prospective clients of the company about their experience with the coaching program.
15. (Original) The method of claim 5, wherein there are periodic visits to the coaches' Web site by non-coach individuals with expertise in the subject of the clients' ongoing concern.
16. (Original) The method of claim 9, wherein there are periodic visits to the clients' Web site by non-coach individuals with expertise in the subject of the clients' ongoing concern.

17. (Canceled).
18. (Canceled).
19. (Currently Amended) The method of claim \pm 40, wherein said ongoing concern of the client pertains to stress.
20. (Currently Amended) The method of claim \pm 40, wherein said ongoing concern of the client pertains to anxiety.
21. (Currently Amended) The method of claim \pm 40, wherein said ongoing concern of the client pertains to depression.
22. (Currently Amended) The method of claim \pm 40, wherein said ongoing concern of the client pertains to pregnancy.
23. (Currently Amended) The method of claim \pm 40, wherein said ongoing concern of the client pertains to addiction.
24. (Canceled).
25. (Canceled).
26. (Currently Amended) The method of claim \pm 40, wherein said ongoing concern of the client pertains to menopause.
27. (Currently Amended) The method of claim \pm 40, wherein said ongoing concern of the client pertains to andropause.
28. (Currently Amended) The method of claim \pm 40, wherein said ongoing concern of the client pertains to a chronic disease.

29. (Canceled).

30. (Canceled).

31. (Currently Amended) The method of claim + 40, wherein said ongoing concern of the client pertains to elder care.

32. (Currently Amended) The method of claim + 40, wherein said ongoing concern of the client pertains to caring for a disabled person.

33. (Canceled).

34. (Currently Amended) The method of claim + 40, wherein, during steps (f-h), both the client and the coach view monitors which display an electronically-stored file that contains a history of the setting and meeting of the client's goals, and wherein the client and coach communicate via Internet chat, conventional telephony, Internet telephony, or video, or a combination thereof, while said file is displayed.

35. (Original) The method of claim 34, wherein the client has access, between coaching sessions, to said electronically-stored file.

36. (Original) The method of claim 34, wherein, during steps (f-h), the coach is visible on the monitor of the client while the coach speaks.

37. (Original) The method of claim 34, wherein, during steps (f-h), the client's face is visible on the monitor of the coach while the client speaks.

38. (Original) The method of claim 36, wherein, during steps (f-h), the client is not shown on the coaches' monitor.

39. (Original) The method of claim 36, wherein, during steps (f-h), the client is shown on the coaches' monitor.
40. (New) A method by which a company provides interactive, ongoing coaching to a plurality of clients using non-e-mail-based Internet communication as well as e-mail based communications, said method comprising:
- a) providing multiple coaches who have access to a common web platform;
 - b) at some stage in said method prior to step d), assigning a personal coach from said multiple coaches to each said client;
 - c) receiving from the client information particular to an ongoing personal, health-related concern of the client;
 - d) having the coach and client meet in real-time, scheduled coaching sessions;
 - e) having the coach and client agree, in real-time, on the client's life habits to change, and agree on the client's personal goals;
 - f) having the coach transmit to the client, via the Internet, information pertaining to e);
 - g) having the client transmit to the coach, via the Internet, particularized information pertaining to e), wherein the information includes reportage of events occurring in the life of the client subsequent to e);
 - h) based on the information received by the coach in step g), having the coach and client work together, in real-time, to help the client take steps toward reaching the client's personal goals;
 - i) having the client and coach transmit to each other information, via the Internet, pertaining to h);
 - j) having the client and coach access an Internet file that contains information pertaining to any of c)-i) and that are personal to the client and not accessible by other clients; and

k) repeating steps h) and i).